

## Empathy Mapping

**Empathy Mapping** is a user-centered design tool used to understand the needs, thoughts, and experiences of users. In an **Airline Management System built with Salesforce**, empathy mapping helps the team design better features by focusing on real user behavior and emotions.

- **Goal:**

To better understand **different user types** (e.g., passengers, airline staff, support agents) and design Salesforce solutions that truly meet their needs.

### Example: Passenger Empathy Map

Section	Description
<b>Says</b>	“I want to easily find and book a flight.” “I need real-time updates on delays.”
<b>Thinks</b>	“Will my flight be on time?” “Is this the best price I can get?”
<b>Does</b>	Searches flights online, checks booking confirmation, contacts support if issues arise.
<b>Feels</b>	Anxious about delays, relieved when the process is smooth, frustrated with poor service.

### ➡ Salesforce Solution:

- Use Experience Cloud to create a self-service booking portal.
- Set up Flow-based notifications for delays and reminders.
- Enable Service Cloud Chat or Case Management for support.

- **Example: Customer Service Agent Empathy Map**

Section	Description
<b>Says</b>	“I need quick access to passenger records.”
<b>Thinks</b>	“How can I resolve this issue faster?”
<b>Does</b>	Looks up passenger data, logs cases, answers calls.
<b>Feels</b>	Pressured during peak times, satisfied when solving issues quickly.

➔ **Salesforce Solution:**

- Use Service Cloud Console for a 360° view of the customer.
- Automate routine tasks using Flow or Macros.
- Use Knowledge Articles for faster support.

- **Why It Matters:**

Empathy mapping helps you:

- Build the right objects and flows in Salesforce.
- Improve user experience by addressing real concerns.
- Prioritize features that matter most to users.